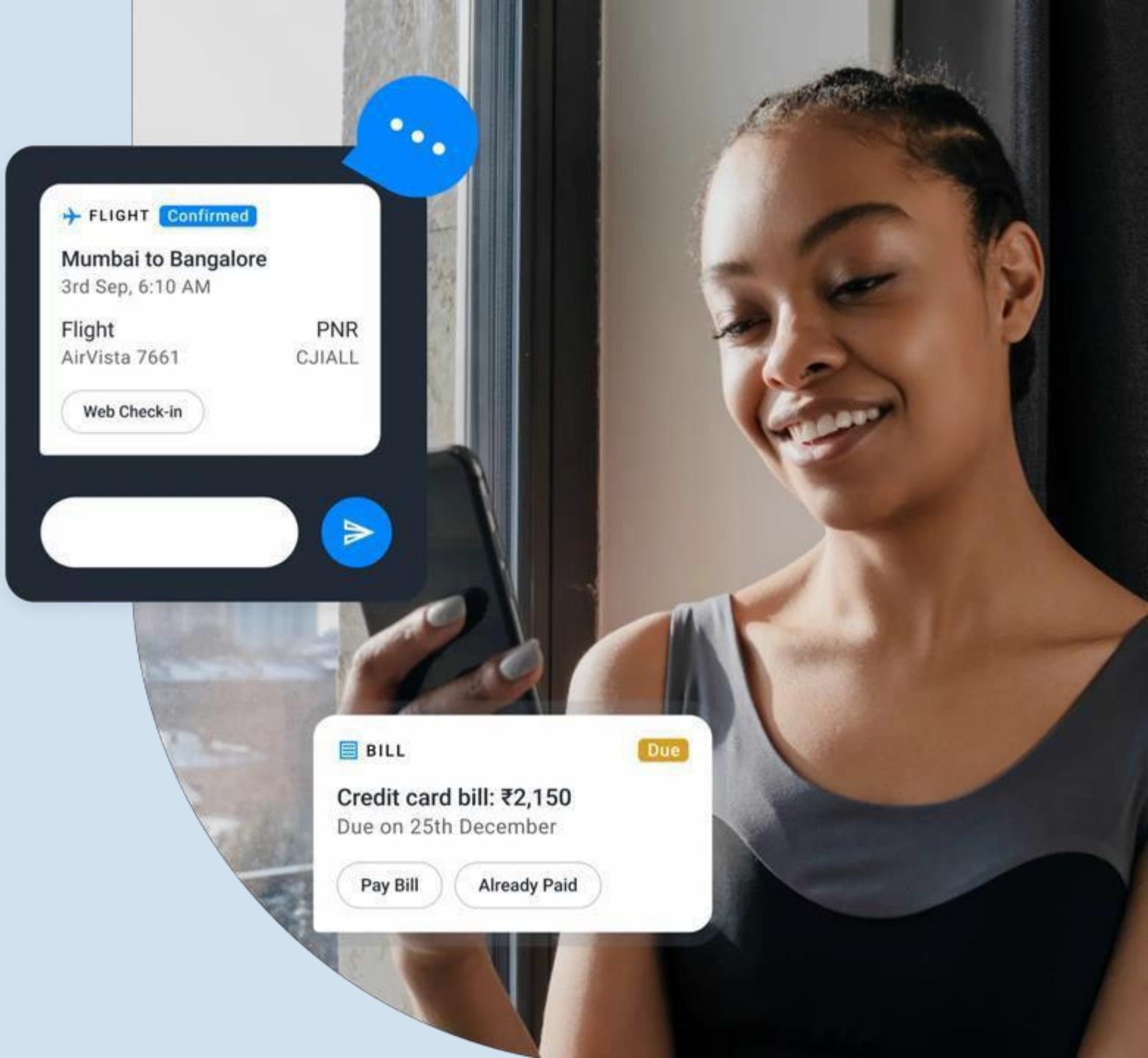
Truecaller

Business Messaging

Fab Mediatech



1 Bn+
Global App Installs for Truecaller

250 Mn+
Active userbase in India for Truecaller

#1
CPaaS Player

3000+
Enterprises served by fab mediatech

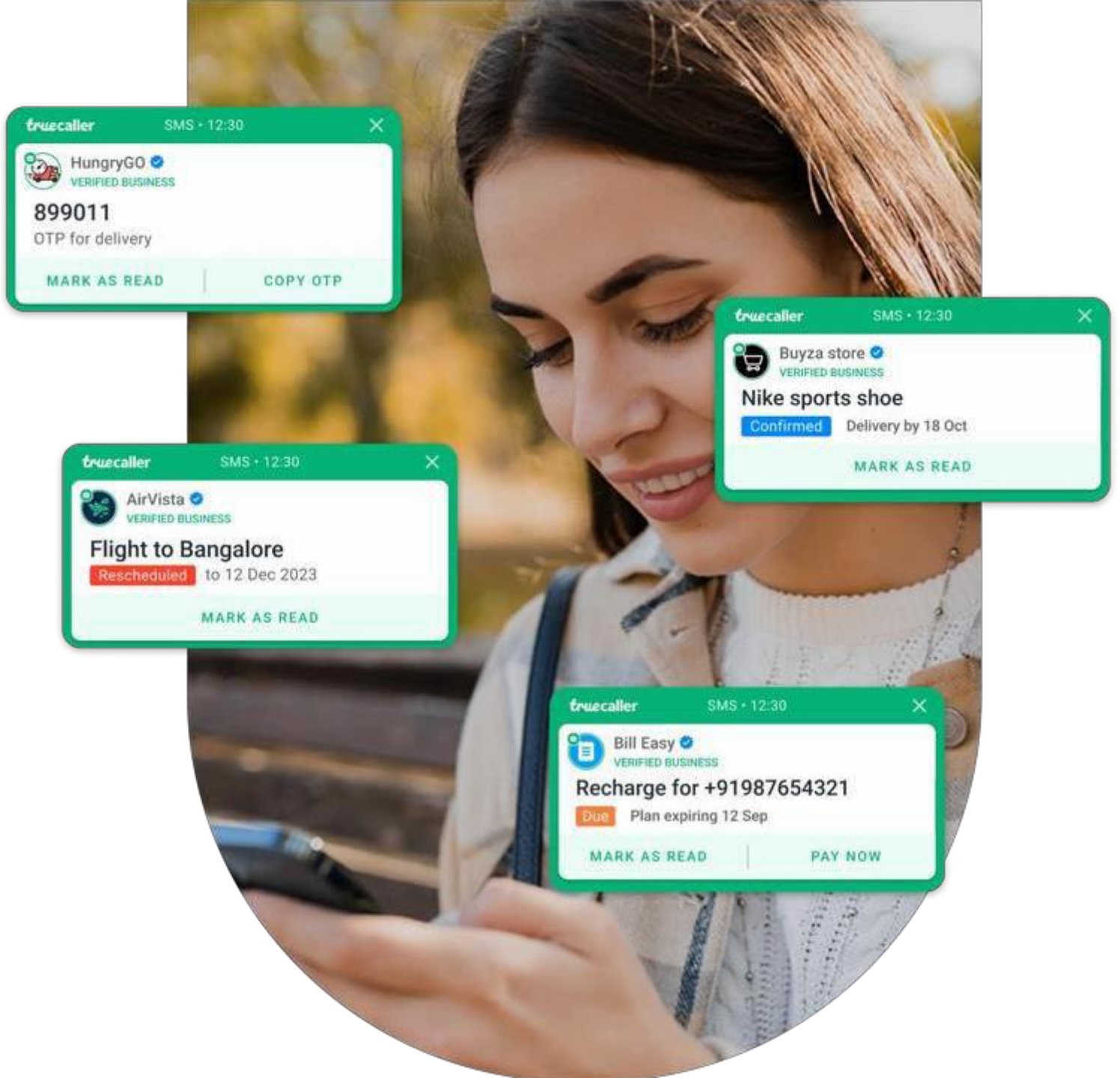
Truecaller & Fab mediatech
an exclusive partnership

World's No. 1 Called ID & SPAM blocking mobile application, Truecaller partners with world's largest digital interactions player, Fab mediatech Limited to provide secure, rich, real time and interactive consumer experiences

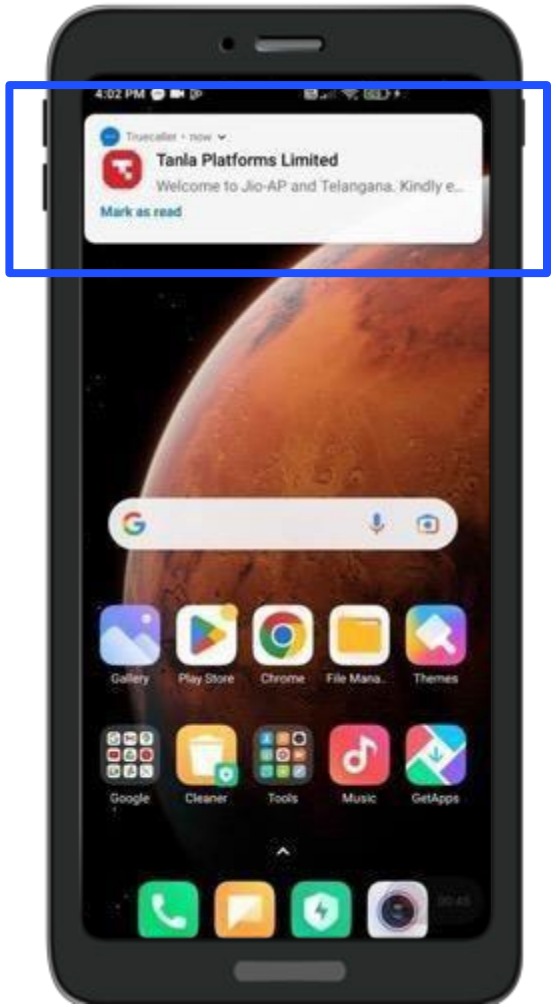
Fab Mediatech

Enabling Major Messaging Use-Cases

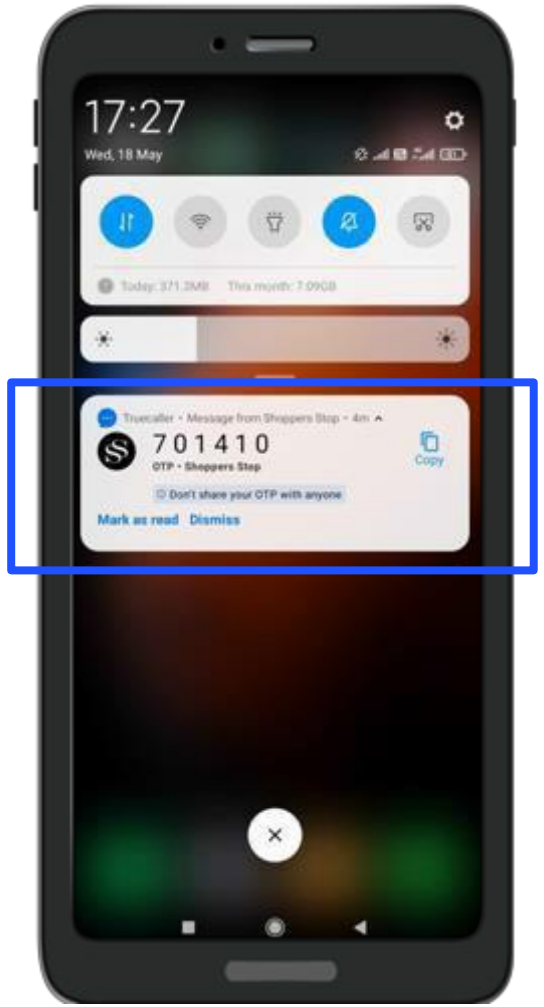
- **One-Time Passwords**
- **Transactional** (plain text)
- **Promotional** (plain text)
- **Rich Media**



Smart Persistent Notifications for OTP & Transactional Messages



Persistent Notifications



Smart auto-read OTP

Brand name displayed prominently

OTP auto-selected on the clipboard

10-15% higher read rate vs SMS

Smart Cards in Notifications for Synthesized Message Delivery

Use-Case

Transactions
e.g., debits, credits, refunds, reversals, ATM withdrawal

Bill payment
e.g., Utility bills, credit card bills, Mobile recharge or postpaid bill

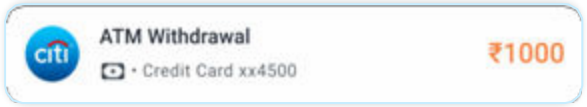
Travel
e.g., confirmations, cancellations, reschedule alerts

Delivery
e.g., E-commerce, food, grocery delivery updates

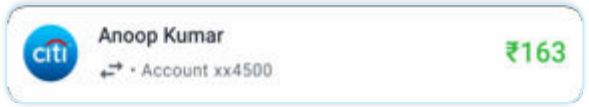
OTP
e.g., Transactional OTPs, Login OTPs, Delivery OTPs etc.

Sample Notifications

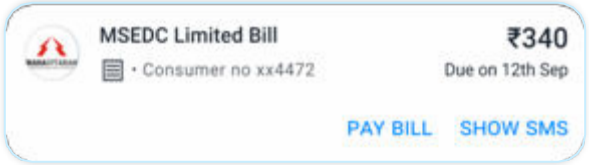
Debit



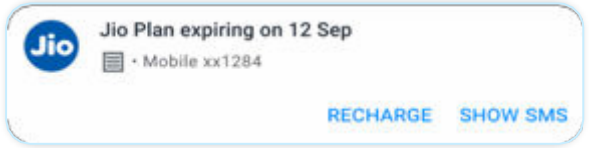
Credit



Utility

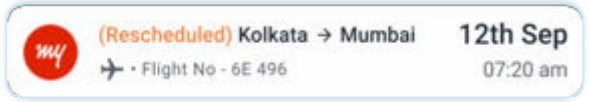


Recharge

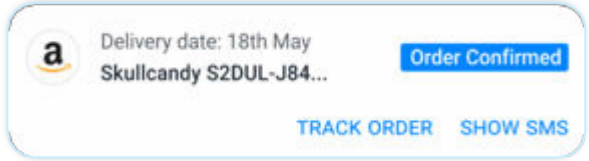


Bus

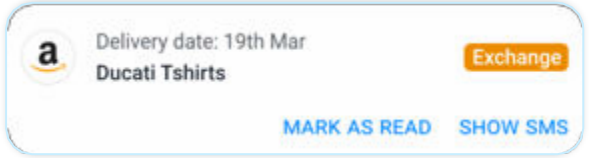
Flight re-scheduled



Order Confirmed



Exchange



OTP

Multiple Use-Cases in non-regulated message with 1000+ characters

Non-Regulated OTP

Login OTP (e.g. social media, e- commerce, mobile apps)

Identity verification OTP (e.g., preference confirmation)

Delivery OTP (e.g., quick-commerce, food, specialized retail)

Service access OTP (e.g., public internet at hotels, airports, etc.)

Informational

Informational (e.g., advisory on not sharing passwords, credit card fees, fraud protection)

Payment / Bill due reminder; interest rate updates

Account updates (e.g., balance, fees)

Flight/train **delay notifications**

Non-Regulated Transactional

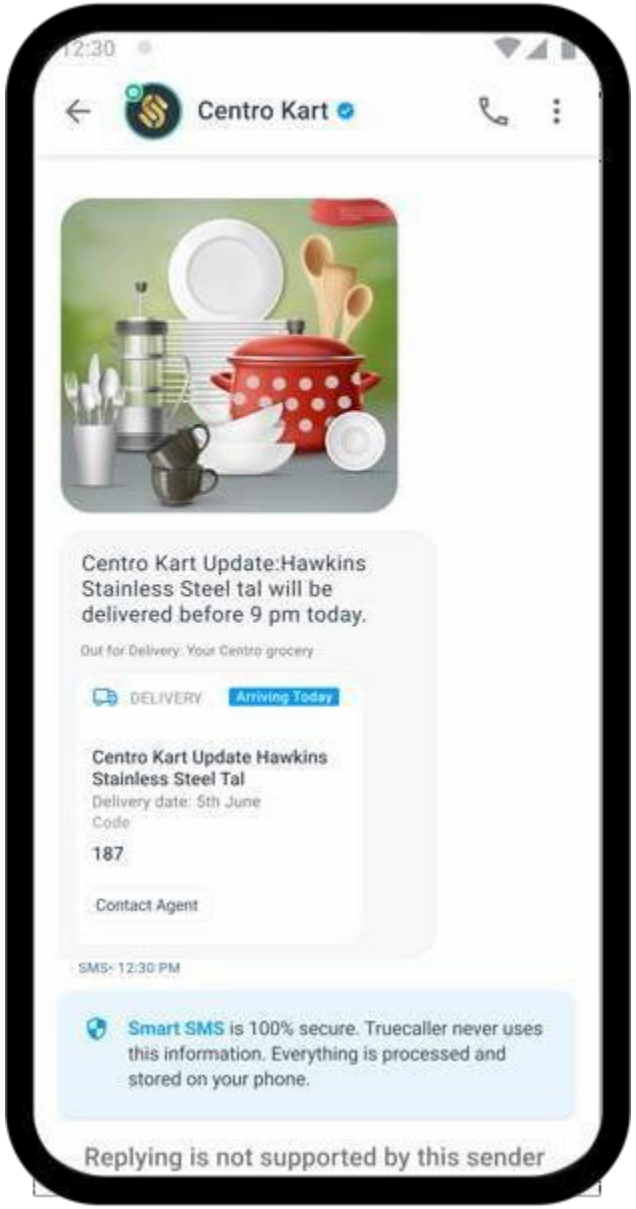
Delivery and return updates (e.g. shipped, collected)

Order / ticket booking confirmation

Order cancellation updates

Bill summary (e.g., order invoice, warranty details**)**

Fab Mediatech


12:30
Centro Kart
Centro Kart Update:Hawkins Stainless Steel tal will be delivered before 9 pm today.
Out for Delivery: Your Centro grocery
DELIVERY
Arriving Today
Centro Kart Update Hawkins Stainless Steel Tal
Delivery date: 5th June
Code
187
Contact Agent
SMS• 12:30 PM
Smart SMS is 100% secure. Truecaller never uses this information. Everything is processed and stored on your phone.
Replying is not supported by this sender

Attachments

Send various attachment types for multiple use cases

Images

- Payment QR Codes
- Product summaries
- Financial services updates & posters

Videos

- KYC
- Explainer videos
- Property walkthrough

Documents

- Invoices
- Catalogues
- Tickets

Custom call to actions

Configurable buttons to drive customer engagement

Ecommerce

- Order Tracking
- Feedback
- Contact Agent

BFSI

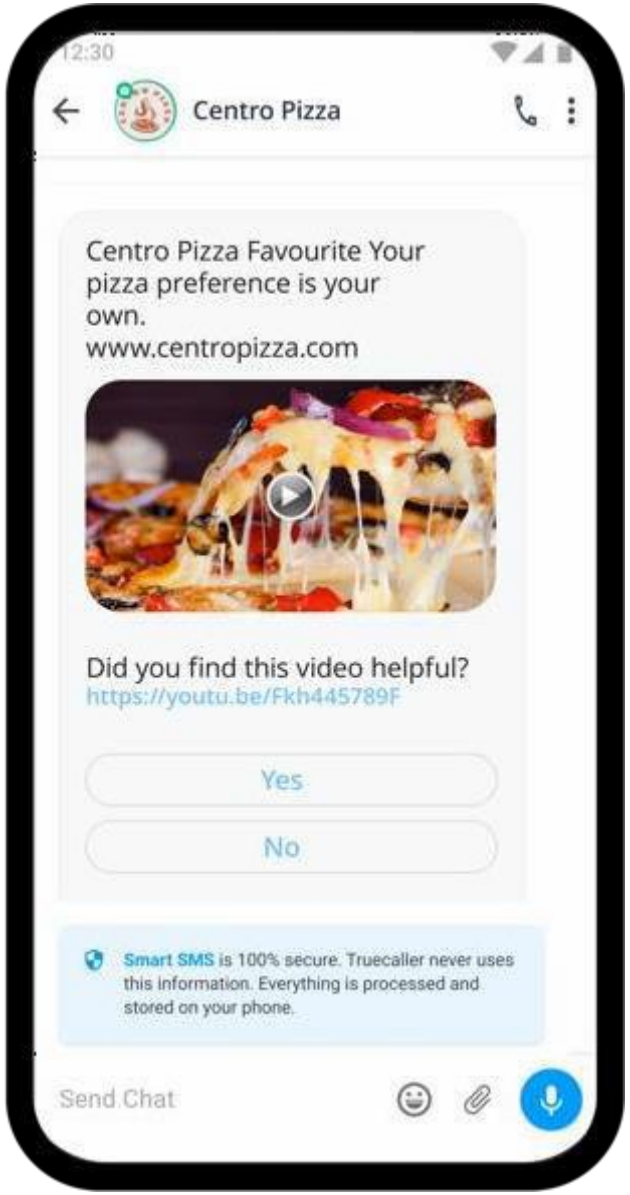
- Payments
- Customer Support
- Conversational Banking

Retail

- Bill Payments
- Ticketing & Appointments
- Place Order

Travel

- Web Check-in
- Customer Support
- Buy Addons


12:30
Centro Pizza
Centro Pizza Favourite Your pizza preference is your own.
www.centropizza.com
Did you find this video helpful?
https://youtu.be/Fkh445789F
Yes
No
Smart SMS is 100% secure. Truecaller never uses this information. Everything is processed and stored on your phone.
Send Chat

Link Previews

Add context to links and videos

Web links

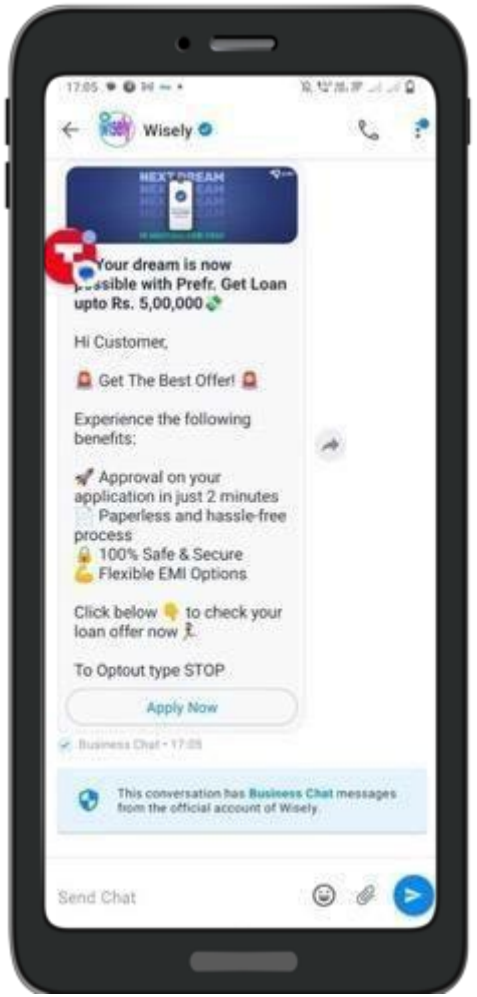
Video links

(with thumbnail)

Bubble Notifications for Promotional Use-Cases

Bubble Notifications

Message lands in the TC inbox for whitelisted templates


Wisely
Your dream is now possible with Prefr. Get Loan upto Rs. 5,00,000
Hi Customer,
Get The Best Offer!
Experience the following benefits:
Approval on your application in just 2 minutes
Paperless and hassle-free process
100% Safe & Secure
Flexible EMI Options
Click below to check your loan offer now
To Optout type STOP
Apply Now
This conversation has Business Chat messages from the official account of Wisely
Send Chat

Plain Text and Rich Media

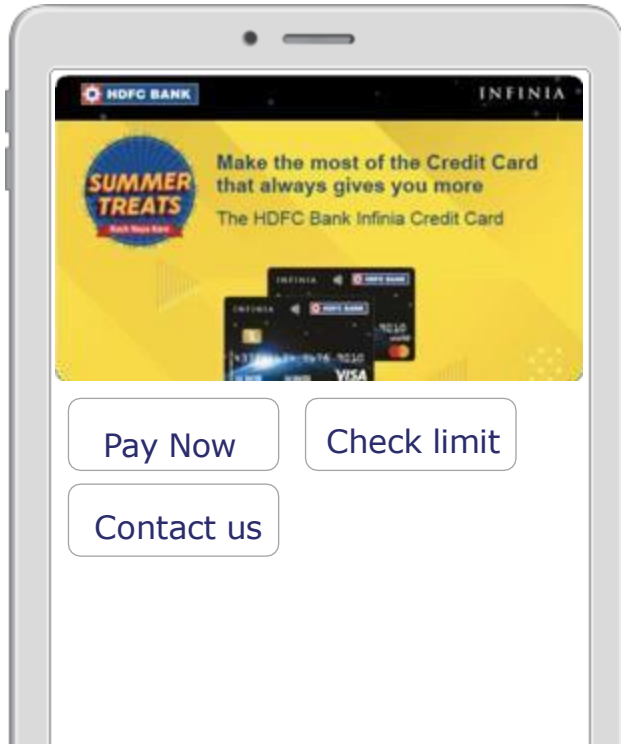
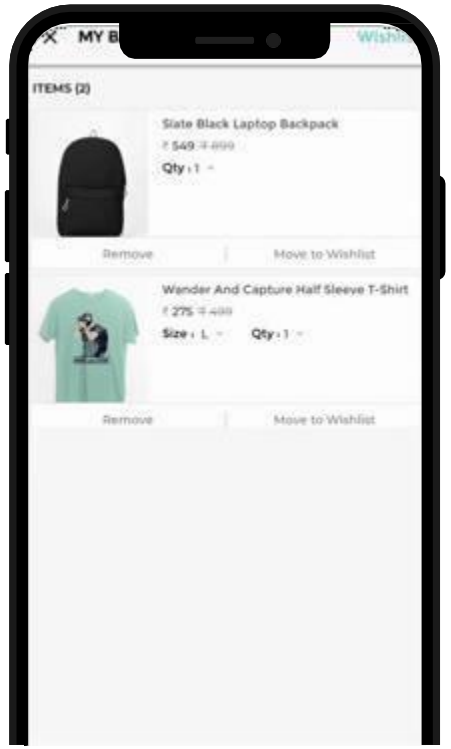
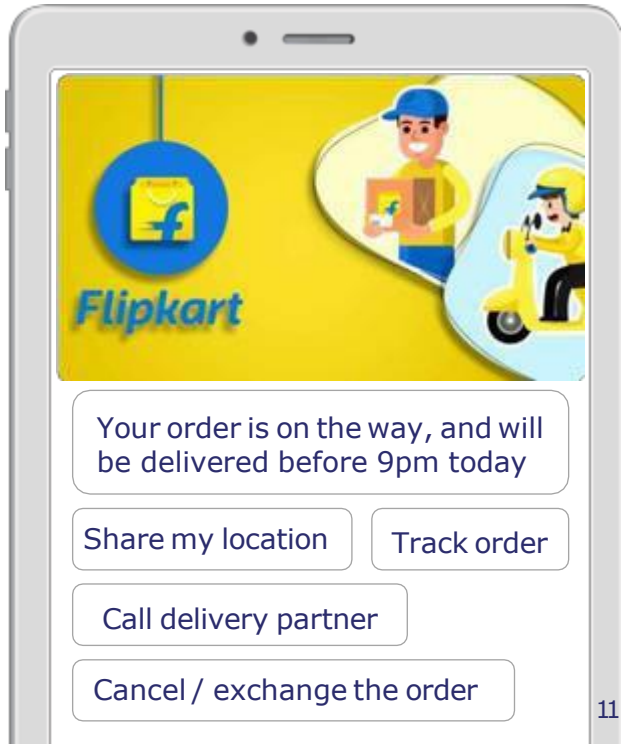
High Prominence to promotional message

Configurable CTA through inbuilt **URL shortener**

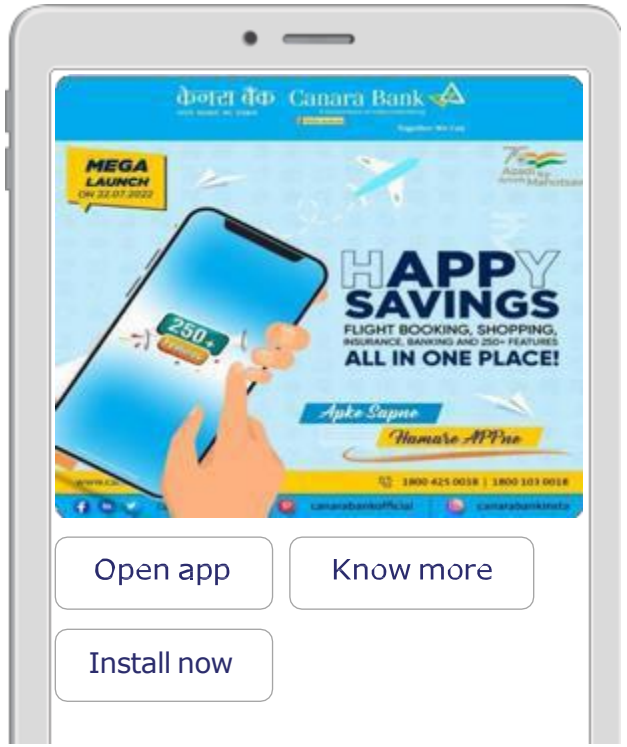
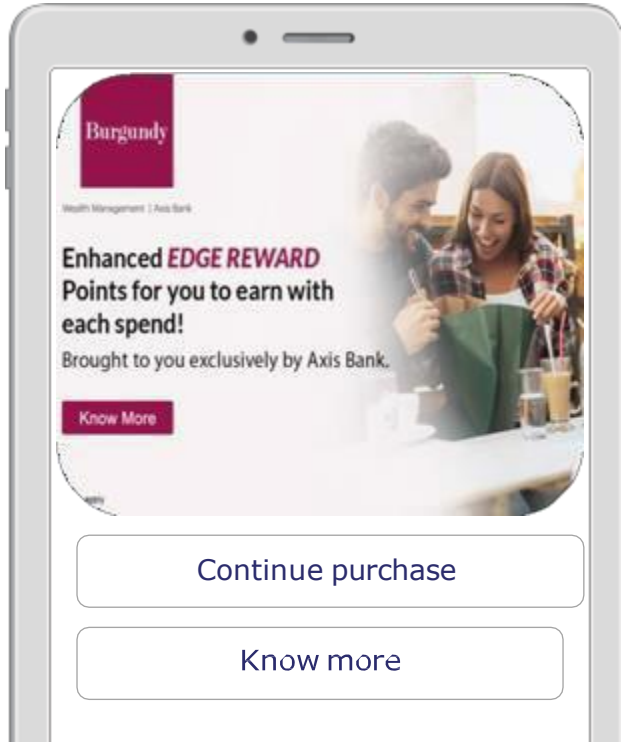
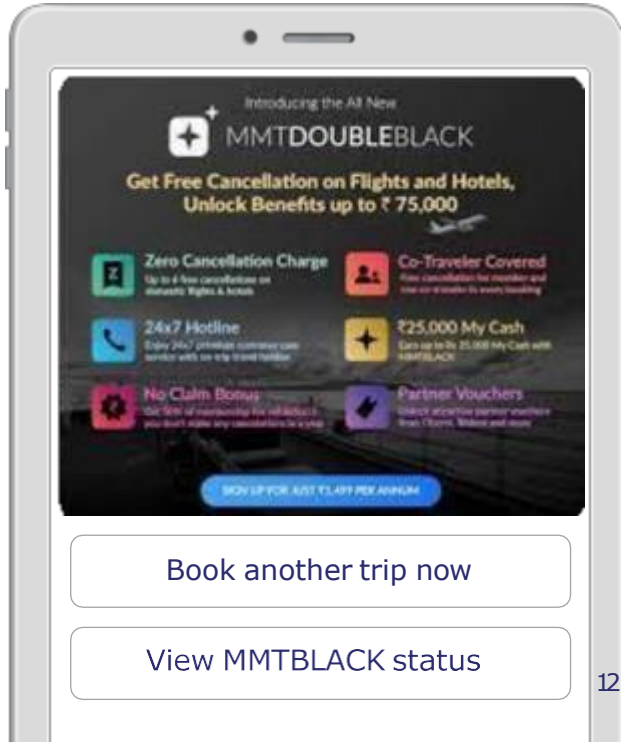
2-3x

CTR vs SMS

Truecaller Business Messaging - Illustrations

Enterprise	HDFC BANK	Reliance RETAIL	Flipkart
Use case	**Transactional – Bill payment reminder**	**Transpromo – promo followed by updates order placing**	**Informational – delivery**
Sample SMS template	*Dear Naman,* *Paid Credit Card Bill? Now check available limit on your Credit card {#var#} anytime using HDFC Bank MyCards. View here {#var#}*	*Dear Customer* *TRENDS brings you best of fashion! Get 50% OFF on shopping of {#var#}@{#var#} Use Code {#var#}* *Rush Now. T&C*	*Ekart Update: {#var#} with tracking ID {#var#} from {#var#} will be delivered today before 9pm (call {#var#}.*
Rich Media Alternative		 Payment SDK integrated in app to make payments without redirecting	

Truecaller Business Messaging - Illustrations

Enterprise	Canara Bank	AXIS BANK	makemytrip
Use case	**Transpromo – app download updates**	**Transpromo - retargeting**	**Informational – loyalty**
Sample SMS template	*Dear Customer,* *Enjoy 300+ exclusive features by installing Canara Bank ai1 app. Download from Playstore or {#var#} - Canara bank*	*Thank you for expressing interest in Burgundy by Axis Bank. Know more about Burgundy features & its benefits at {#var#}*	*MakeMyTrip: Youve earned My Cash worth Rs.{#var#} & enjoyed MMTBLACK privileges for your recent trip. Make more bookings on MakeMyTrip to get more benefits!*
Rich media alternative			

Truecaller v/s Other Channels

Channel benefit	Description	SMS	Truecaller	RCS
Superior user experience	1 **Smart notifications for transactional & OTP**	✗ *Plain text notifications for all messages*	✓	✗ *Plain text notifications for all messages*
	2 **Brand name & logo** in sender ID	✗	✓	✓
Advanced messaging capabilities	3 **Character limit per message**	**160**	**1000+**	**2000+**
	4 **Rich media** messaging	✗	✓	✓
Streamlined onboarding and easy to use	5 **Registration process**	**Required** *Entity registration with telcos*	**Simple** *One time with minimal requirement*	**Required** *Agent creation required*
	6 **Template whitelisting required**	✓ *Brand name required, exact variable position*	✗ *Entity whitelisting required for promo*	✓ *Registration required before sending a message*
	7 **Traffic provision from day 1**	**Unlimited**	**Unlimited**	**Limited** *4 A2P messages per brand per user allowed in a month*
	8 **Pricing model**	**Simple** *Restrictions on msg. size*	**Simple, cost-effective** *Charged per message sent*	**Simple** *Charged per message sent*
Supported by multiple interfaces	9 **HTTPS API, FTP, Managed campaign**	✓	✓	✓

Partnering with Fab mediatech

Platform
End-end control with **direct integration with TC** platform

Intelligence
Unmatched analytics on **1bn+ users** with **3k+ attributes**

Pricing
Lowest price in market

Performance
Proven track record with TC with distinctive results across
- Delivery rate
- Read rates
- CTRs
- Conversion rates

Reach
240 Million+ TC customers

Convenience
Ease of doing business for enterprises (<1 hr onboarding process, zero new integration required)

Creativity
*I*n-house **design expertise** for rich media

Solution Capability
Domain expertise and capability of rich-media driven solutions

1.5x increase in ROI
(1.5x increase in CTR, reduction in cost per conversion)

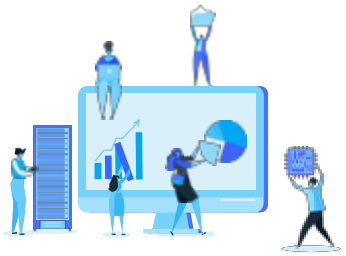
20-25% increase in CSAT

Enhanced Customer Experience

Enhanced partner ROI and Experience

A. Improved features over SMS

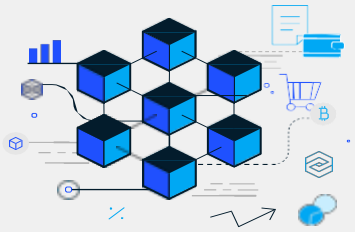
Rich insights on delivery and open rates; **smart and persistent notifications** for transactional messages



B. AI/ML driven intelligence

For improved targeting leading to **1.5x CTR**

Access to multiple features like **credit card users, automobile owners**, etc.



C. Cost effective channel

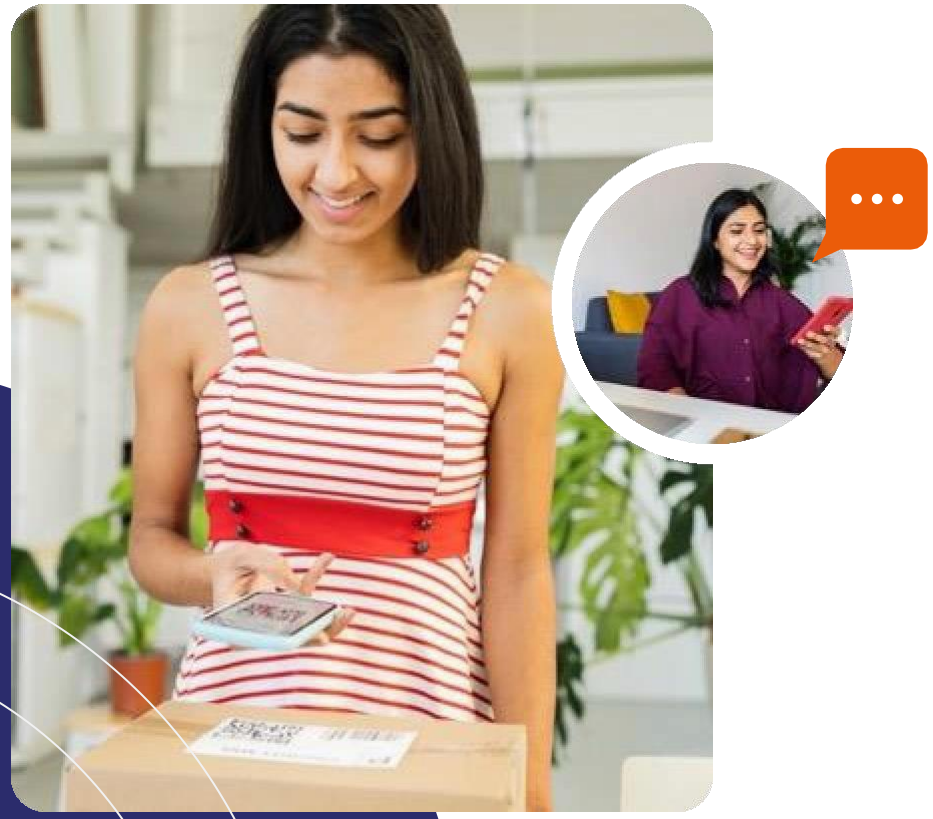
Lower cost than other channels like SMS, RCS and WhatsApp

D. Easy onboarding process

Simple 2 step journey unlike complicated processes on other channels like WhatsApp, e.g., WABA number acquisition

E. Seamless daily operations

No template whitelisting required for non-promo and lesser rules enabling **quicker campaign initiations** and faster ramp up



Let’s Talk?

sales@fabmediatech.com